



Boosting Revenue for a Top Home Improvement Brand



ABOUT THE CLIENT

The client is a Home Improvement & Wellness brand committed to delivering cutting-edge solutions — that are both genuinely effective and accessible — for customers looking to optimize and protect their health and well-being through affordable and accessible products for personal well-being. They are the premier curator in the wellness industry for independently tested and verified products that promote proactive self-care and the overall well-being of their customers. Their research-driven approach has helped create the most cutting-edge and practical solutions, making it easier for consumers to live a thriving life.



CHALLENGES THEY FACED

The client's primary challenge was converting incoming general inquiries from customers to genuine sales. The client used media channels, such as TV, social media platforms, etc., to display advertisements, generally in the form of 30-minute infomercials, to boost inbound call volume. This approach successfully increased the volume of general inquiries and potential sales opportunities. However, the client lacked adequate resources to address these incoming inquiries and the expertise to convert them into sales to boost their revenue generation. In our view, the client lacked:

1 The appropriate personnel to handle the increased volume of customer queries

3 Professional salespeople with the expertise and experience to handle generic customer inquiries and convert them into sales, and

2 Any well-defined practices that ensured satisfactory customer interactions to address the wide range of inquiries from customers

4 Customer support practices to offer satisfactory and personalized solutions to customer grievances to help with customer retention and boost repeat purchases across multiple channels.

HOW WE DELIVERED

Our association with the client began in 2014, with five representatives to address inbound sales calls. A detailed plan of action was created by utilizing their scalable customer support model, with an extensive time-bound plan outline for all aspects of the program.

1 By the third quarter of 2014, the size of the **Inbound Sales** campaign was increased to include **40** reps, while the **Customer Support (CS) & Retention** LOS involved **10** reps.

4 QA & OPS teams were set up to monitor and manage weekly performance reviews and identify areas and opportunities for improvement, coaching reps on the most efficient practices to ensure constant and consistent growth in the quality of service deliveries.

2 By the end of 2015, the **Inbound Sales** team had grown to **110+** reps, offering support in Spanish and English.

5 Weekly reviews to identify and monitor KPIs and cascade updates on the overall team performance, providing reps with valuable information on their current statuses and improvement areas.

3 During 2016, the number of reps in the **CS & Retention** team increased to **25**, now including upselling post-customer retention to boost sales and revenue.

6 Call listening with reps to identify mistakes, such as instances of misrepresentations of product information. This information was then shared with the reps along with the necessary corrective measures to improve skills and performances.



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RESULTS

- Increased Retention Conversion by 15% in 2018, with an upsell conversion rate of 67%
- Ensured a Net Conversion Rate of 75%-79% consistently across our service period
- Maintained service level at 95%+ during the COVID-19 pandemic through WFH operations



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